

FIG. 2

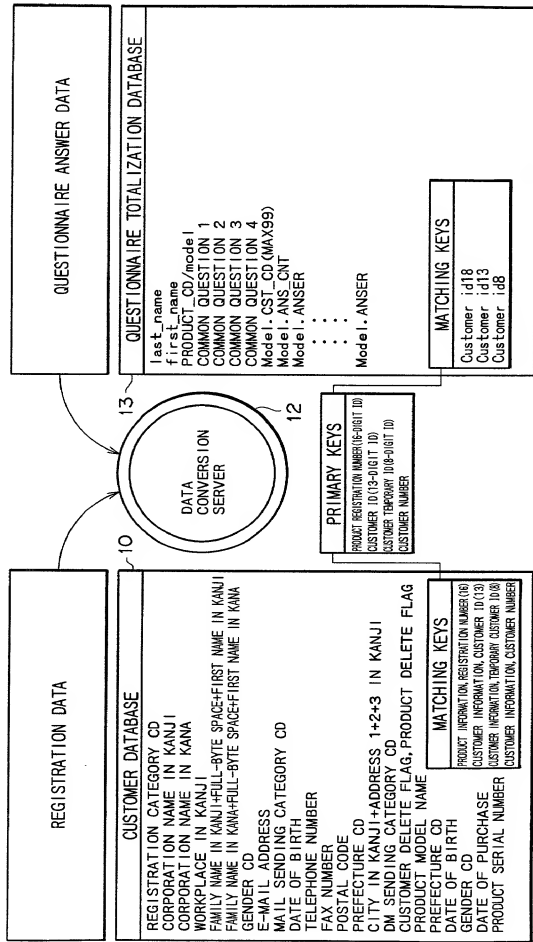


FIG. 3

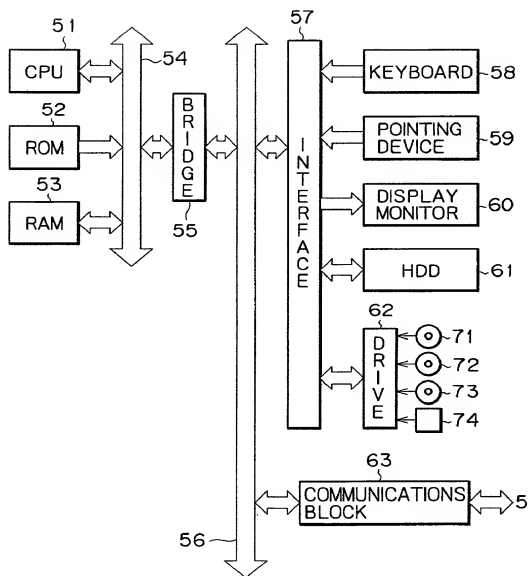


FIG. 4

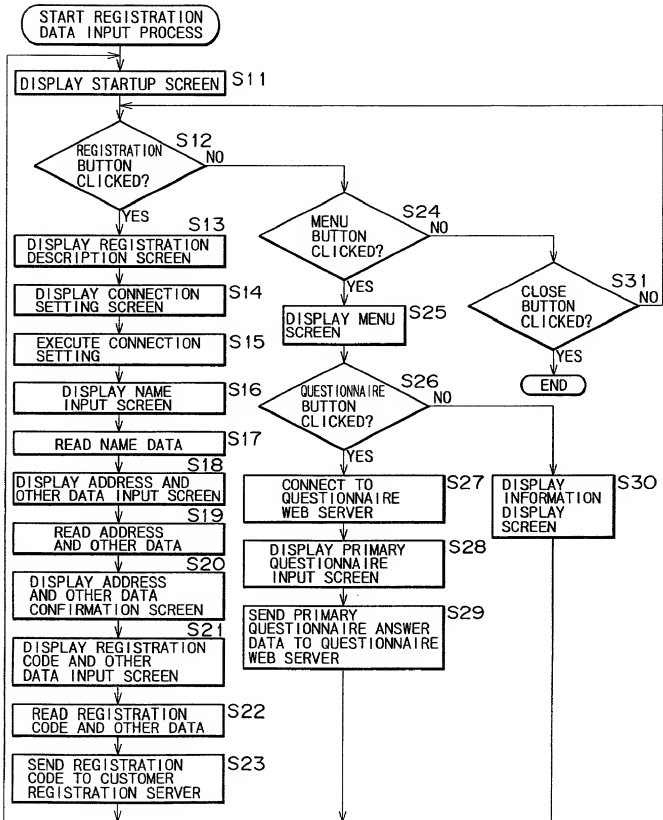


FIG. 5

WELCOME TO CUSTOMER REGISTRATION MENU

MENU REGISTER NOW CLOSE

FIG. 6

PULSE/TONE
☒ PULSE
☐ TONE

EXTENSION
NUMBER

PREVIOUS

NEXT

CANCEL

FIG. 7

FAMILY NAME		FIRST NAME	FULL-BYTE KATAKANA
READING			
NAME			KANJI

TO REGISTER IN CORPORATION NAME?

☒ NO ☐ YES

PREVIOUS NEXT CANCEL

FIG.8

BIRTHDAY	<input type="text"/>	YEAR	<input type="text"/>	MONTH	<input type="text"/>	DAY	<input type="text"/>	GENDER	<input checked="" type="radio"/> MALE	<input type="radio"/> FEMALE
POSTAL CODE	<input type="text"/>	PREFECTURE		<input type="text"/>		HOKKAIDO		<input type="text"/>		
CITY (READING)	<input type="text"/>									
CITY	<input type="text"/>									
HOUSE NUMBER	<input type="text"/>									
APARTMENT OR BUILDING NAME	<input type="text"/>									
TELEPHONE NUMBER	<input type="text"/>				FAX NUMBER		<input type="text"/>			
E-MAIL ADDRESS	<input type="text"/>									

DO YOU WANT TO HAVE US SEND YOU INFORMATION?

☒ YES ☐ NO

FIG. 9

PLEASE CONFIRM		
NAME	FAMILY NAME	FIRST NAME
	abc	def
TELEPHONE NUMBER	0000	
POSTAL CODE	9999	
PREFECTURE	HOKKAIDO	
CITY	ZZZ	
HOUSE NUMBER	AAA	
APARTMENT OR BUILDING NAME		

PREVIOUS

NEXT

CANCEL

FIG. 10

REGISTERED PRODUCT	
MODEL	AAAA SERIAL NO.
REGISTRATION CODE	
PURCHASE DATE	YEAR MONTH DAY
STORE NAME	

MAINLY USED COMPUTERS	
IMAGE CAPTURE METHOD	MAKER
	OS
	MODEL

ENTER CUSTOMER ID IF YOU HAVE ONE

PREVIOUS NEXT CANCEL

FIG. 11

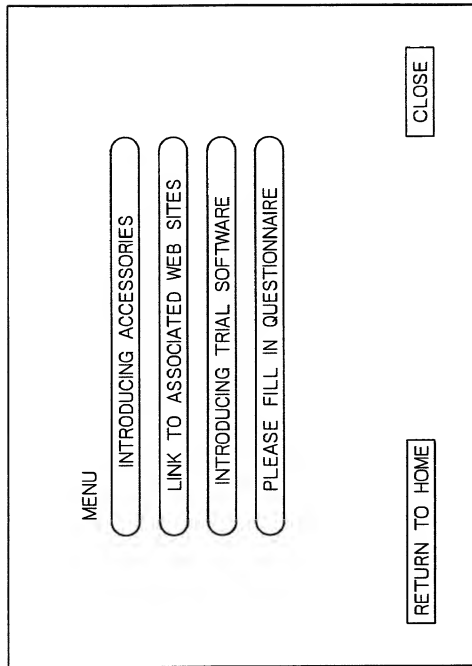


FIG. 12

CUSTOMER QUESTIONNAIRE ANSWER PAGE

TO CUSTOMER: HAVE YOU MADE CUSTOMER REGISTRATION OF AAAA?
WE WILL SEND THE FOLLOWING TO REGISTERED CUSTOMERS OF
DIGITAL STILL CAMERA FREE OF CHARGE.

1 ONE-YEAR GUARANTEE
THE VALID PERIOD OF THE WRITTEN GUARANTEE (ORIGINAL) FURNISHED WITH
THE PRODUCT IN SHIPMENT STATE IS 3 MONTHS IF NOT REGISTERED.
IF REGISTERED, THE PRODUCT WILL BE GUARANTEED FOR ONE YEAR.

2 CUSTOMER CARD
WE WILL SEND A CUSTOMER CARD WITH ID NUMBER USEFUL IN RECEIVING
VARIOUS SERVICES WE OFFER.

3 PREMIUM FOR REGISTERED CUSTOMER
WE WILL SEND PREMIUM FOR PRACTICAL USE.

IF YOU HAVE NOT YET REGISTERED WITH US, REGISTER HERE AND FILL IN
QUESTIONNAIRE.

PLEASE MOVE FORWARD TO QUESTIONNAIRE PAGE IF YOU HAVE
FINISHED CUSTOMER REGISTRATION.

INPUT BY USING SSL

INPUT WITHOUT USING SSL

FIG.13

CUSTOMER QUESTIONNAIRE ANSWER PAGE
<p>FILL IN THE FOLLOWING ITEMS AND CLICK "TO QUESTIONNAIRE PAGE"</p> <p>MODEL TO BE REGISTERED:⊙ AAAA</p> <p>FAMILY NAME: <input type="text"/></p> <p>FIRST NAME: <input type="text"/></p> <p>REGISTRATION CODE: <input type="text"/></p> <p>(FOR "REGISTRATION CODE" (14 DIGITS), REFER TO "CUSTOMER POSTCARD" FURNISHED WITH GUARANTEE. <u>FOR DETAILS, CLICK HERE</u>)</p> <p><input type="button" value="TO QUESTIONNAIRE PAGE"/> <input type="button" value="CLEAR"/></p>

FIG. 14

CUSTOMER QUESTIONNAIRE ANSWER PAGE

THANK YOU VERY MUCH, MR/MS. XXX.
PLEASE FILL IN CUSTOMER QUESTIONNAIRE OF MODEL
"AAAA (NO. J81D00V480W695)"

ITEMS IN THIS COLOR ARE ESSENTIAL.

QUESTION 1: DO YOU HAVE A DIGITAL STILL CAMERA AT PURCHASE OF
THIS MODEL?

ONO OYES (FOR REPLACING) OYES (FOR ADDING)

QUESTION 2: THE MAKER OF THE DIGITAL STILL CAMERA YOU PURCHASED
BEFORE

CHOOSE FROM THE LIST ☒

QUESTION 3: PURCHASED BY
OCORPORATION OPRIVATE

QUESTION 4: MAIN PURPOSE OF USE?
OBUSINESS OBUSINESS AND PRIVATE OPRIVATE

QUESTION 5: WHICH SYSTEM FOR PERSONAL COMPUTER OR WORDPROCESSOR
DO YOU USE? (YOU CAN ANSWER TWO OR MORE)

☐ OS1 ☐ OS2 ☐ OS3 ☐ OS4 ☐ OS5 ☐ WORDPROCESSOR ☐ OTHER

QUESTION 6: TYPE OF PERSONAL COMPUTER OR WORDPROCESSOR?
ODESKTOP ONOTEBOOK OBOTH

QUESTION 7: SOFTWARE FOR MAINLY HANDLING IMAGES? (YOU CAN ANSWER TWO OR MORE)
☐ PICTURE GEAR 3.2 LIGHT ☐ INTERNET BROWSER

FIG. 15

START REGISTRATION DATA RECORDING PROCESS

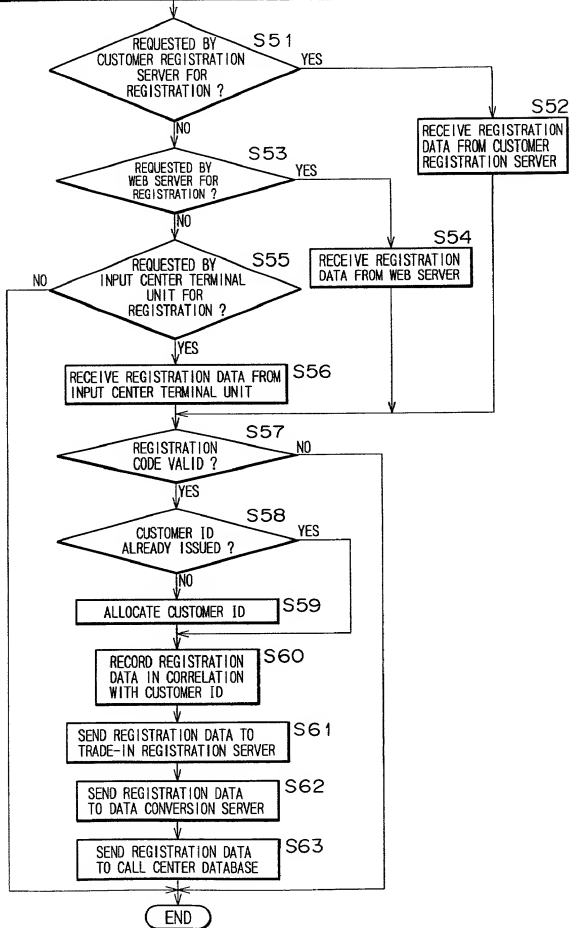


FIG. 16

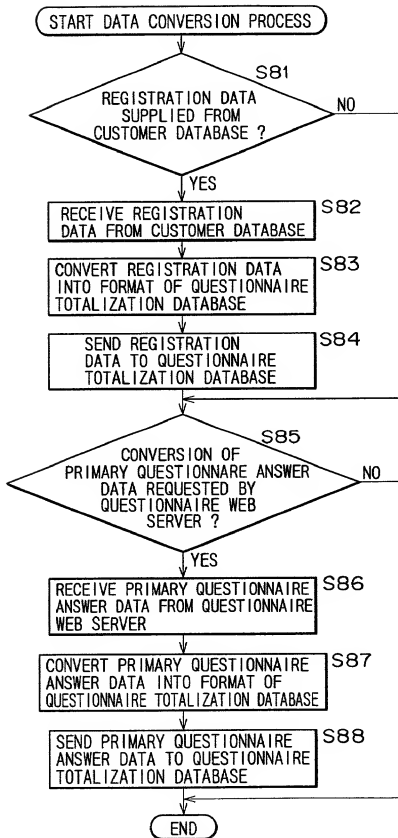


FIG. 17

PRIMARY KEY NAME	CUSTOMER DATABASE DATA ITEM NAME	QUESTIONNAIRE TOTALIZATION DATABASE DATA DEFINITION NAME
CUSTOMER CODE		
SAMPLE NUMBER		
CDB CUSTOMER NUMBER	CUSTOMER INFORMATION, CDB CUSTOMER NUMBER	
PRODUCT REGISTRATION NUMBER (16-DIGIT ID)	PRODUCT INFORMATION, REGISTRATION NUMBER	customer id 16
CUSTOMER TEMPORARY ID (8-DIGIT ID)	CUSTOMER INFORMATION, TEMPORARY ID	customer id 8
CUSTOMER ID (13-DIGIT ID)	CUSTOMER INFORMATION, CUSTOMER ID	customer id 13

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TABLE 18-00000000

TOTAL DATA ITEM NAME	CUSTOMER DATABASE DATA ITEM NAME	QUESTIONNAIRE TOTALIZATION DATABASE DATA DEFINITION NAME	
PROCUREMENT ROUTE CODE			
MODEL CODE	PRODUCT MODEL NAME	PRODUCT CD	
SAMPLE NUMBER			
CUSTOMER CODE			
PREFECTURE CODE	PREFECTURE CD		
AGE	DATE OF BIRTH	COMMON QUESTION 1	
GENDER FLAG	GENDER CD		0: MALE → 1: MALE 1: FEMALE → 2: FEMALE
MARITAL STATUS FLAG		COMMON QUESTION 2	
OCCUPATION CODE		COMMON QUESTION 3	
PURCHASE DATE	PURCHASE DATE		
PURCHASE PRICE		COMMON QUESTION 4	
PAYMENT PREFERENCE CODE			
PRODUCT SERIAL NUMBER	PRODUCT SERIAL NUMBER		
REGISTRATION DATE/ LAST UPDATED DATE			

FIG. 19

TOTAL DATA	ITEM NAME	CUSTOMER DATABASE DATA	ITEM NAME	QUESTION/RE TOTALIZATION DATABASE DATA	DEFINITION NAME
CUSTOMER CODE	REGISTRATION MODE CATEGORY		REGISTRATION CATEGORY CD		0: CORPORATION → 2: CORPORATION 1: PRIVATE → 1: PRIVATE
	CORPORATION INFORMATION/CORPORATION NAME		CORPORATION NAME IN KANJI		
BUSINESS PLACE/POST NAME	CORPORATION NAME IN KANA		CORPORATION NAME IN KANA		
	POST NAME IN KANJI		POST NAME IN KANA		
PRIVATE INFORMATION/NAME	FAMILY NAME IN KANA/HALL-SITE SPECIFIC FIRST NAME IN KANA		FAMILY NAME IN KANA/HALL-SITE SPECIFIC FIRST NAME IN KANA		
	NAME IN KANA		NAME IN KANA		
GENDER FLAG	GENDER CD		GENDER CD		0: MALE → 1: MALE 1: FEMALE → 2: FEMALE
	E-MAIL ADDRESS		E-MAIL ADDRESS		
E-MAIL NONCOMPLIANT FLAG	MAIL SENDING CATEGORY CD		MAIL SENDING CATEGORY CD		0: NOT DES IRED → 0: COMPLIANT 1: DES IRED → 0: COMPLIANT 8: NO ARRIVAL → 1: NONCOMPLIANT 9: UNKNOWN → 1: NONCOMPLIANT
DATE OF BIRTH	DATE OF BIRTH		DATE OF BIRTH		
	MARITAL STATUS FLAG		MARITAL STATUS FLAG		
TELEPHONE NUMBER	TEL NUMBER		TEL NUMBER		
	FAX NUMBER		FAX NUMBER		
POSTAL CODE	POSTAL CODE		POSTAL CODE		
	PREFECTURE CODE		PREFECTURE CD		
ADDRESS	CITY/HOUSE NUMBER IN KANJI 1+2+3		CITY/HOUSE NUMBER IN KANJI 1+2+3		
OCCUPATION CODE	DM ISSUE CATEGORY CD		DM ISSUE CATEGORY CD		0: NOT DES IRED → 1: NOT DES IRED 1: DES IRED → 2: DES IRED 8: NO ARRIVAL → 1: NOT DES IRED 9: UNKNOWN → 1: NOT DES IRED
	DM REQUEST FLAG		DM REQUEST FLAG		
CUSTOMER CHARACTERISTIC/FRIENDLY FLAG					
	ACTIVE FLAG		ACTIVE FLAG		
SORRY FLAG					
	BLACK LIST FLAG		BLACK LIST FLAG		
MAINTENANCE/LOCK FLAG					
	DELETE FLAG		CUSTOMER DELETE FLAG, PRODUCT DELETE FLAG		0: UNLOCK (DEFAULT) 0: VALID → 0: NO (NOT DELETE) 1: INVALID → 1: YES (DELETE)
REASON OF DELETE					
	PROCUREMENT ROUTE CODE		CUSTOMER DELETE FLAG, PRODUCT DELETE FLAG		
RELIABILITY LEVEL					
	REGISTRATION DATE/LAST UPDATED DATE		REGISTRATION DATE/LAST UPDATED DATE		

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TOTAL DATA ITEM NAME	QUESTIONNAIRE TOTALIZATION DATABASE DATA DEFINITION NAME
MODEL CODE	PRODUCT CD
SAMPLE NUMBER	
QUESTION NUMBER (MAX 99)	Model.QST_CD
ANSWER COUNT	Model.ANS_CNT
ANSWER 1	Model.ANSER
: :	: :
: :	: :
ANSWER 40	Model.ANSER
REGISTRATION DATE/ FINAL UPDATED DATE	

FIG. 21

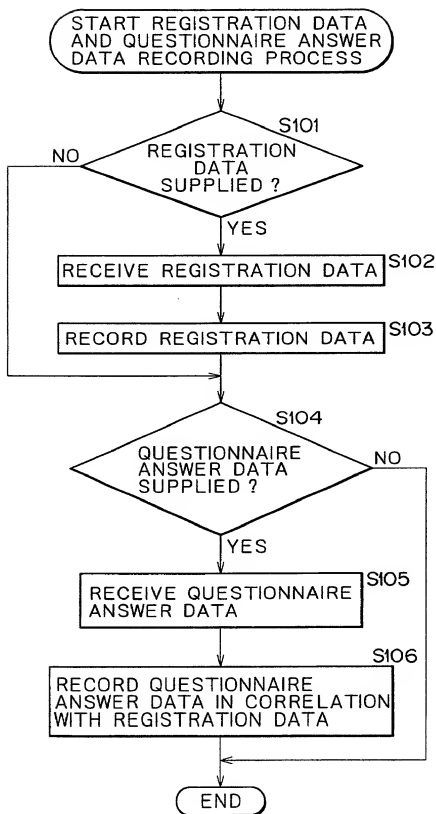


FIG. 22

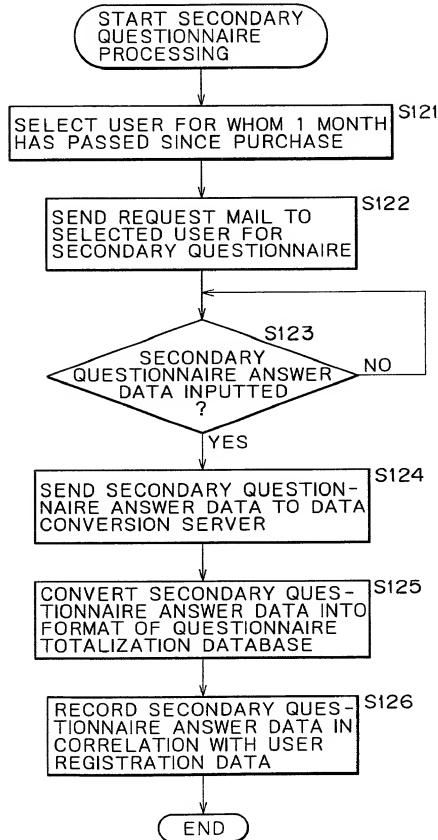


FIG. 23

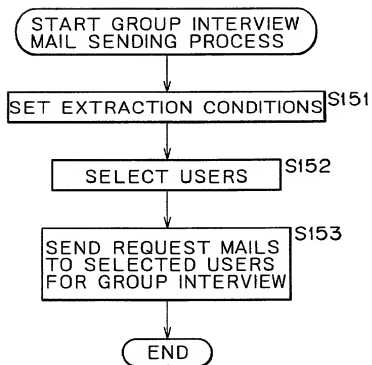


FIG. 24

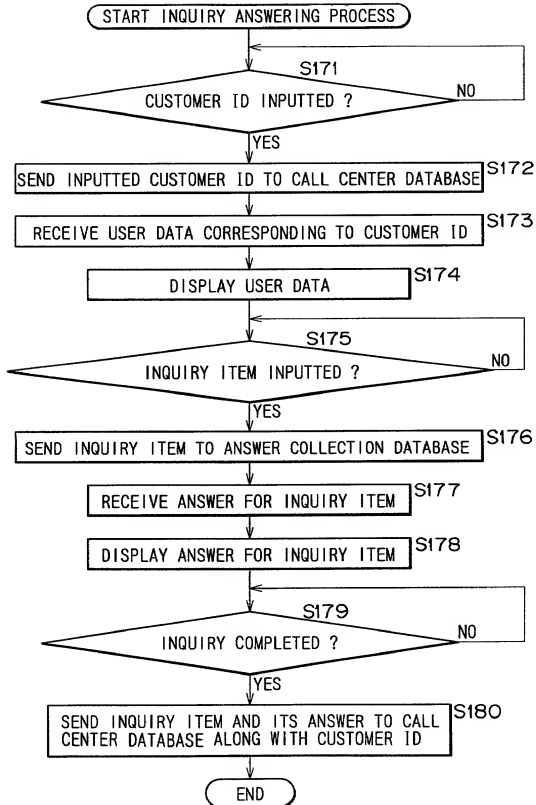


FIG. 25

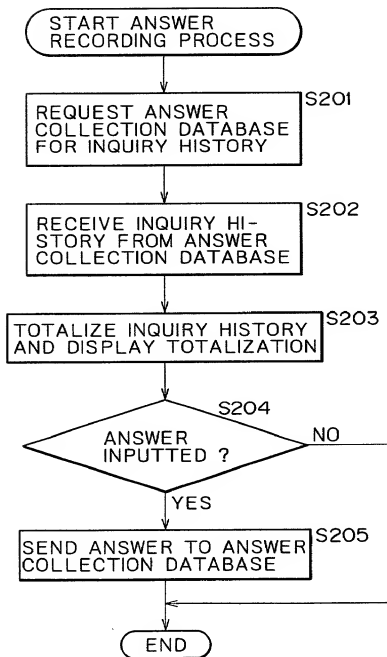


FIG. 26

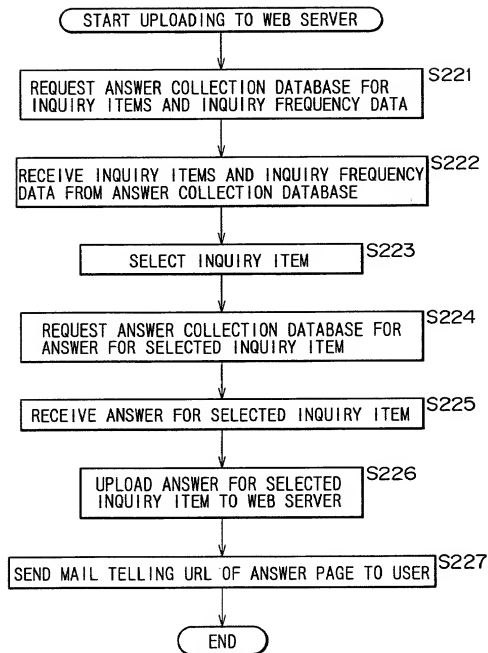


FIG. 27

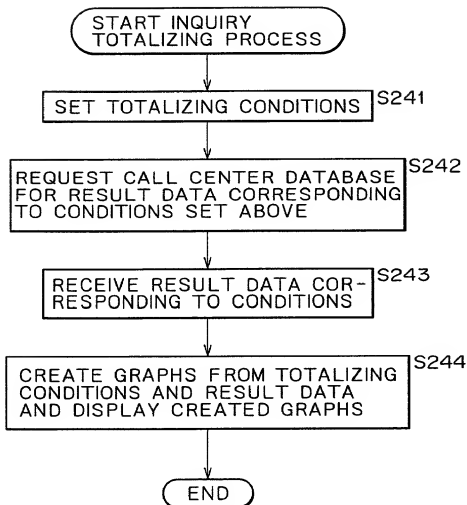


FIG. 28

DETAILS OF TELEPHONE RESPONSE BY CATEGORY (FOR MONTH XX)

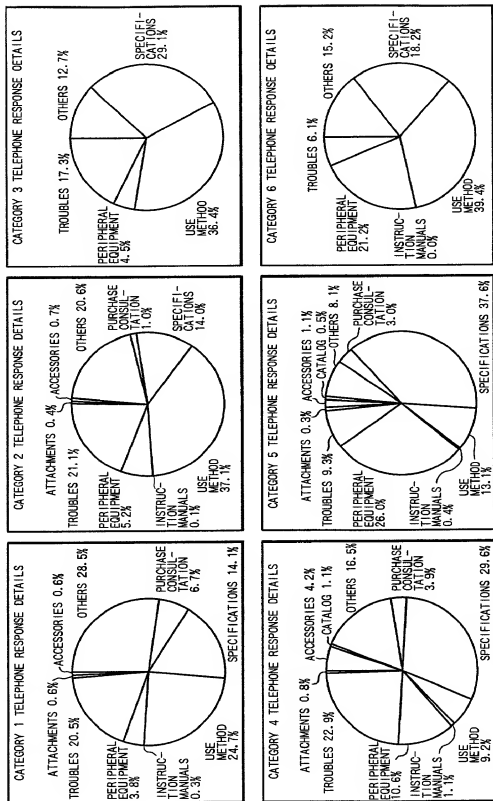


FIG. 29

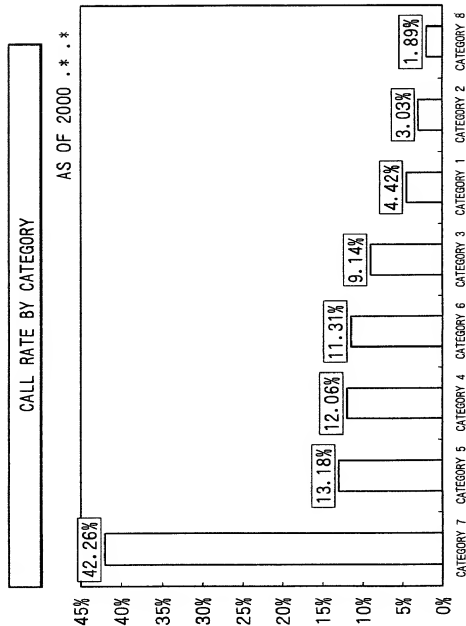


FIG. 30

CALL RATE BY MODEL

AS OF 2000 . . . *

MODEL	CALL RATE	INQUIRIES	SALES
a	0.9%	290	31,570
b	1.2%	555	41,309
c	1.8%	425	23,468
d	1.8%	330	18,108
e	1.8%	598	31,901
f	2.2%	3,108	135,429
g	2.6%	1,041	40,074
h	2.7%	201	7,387
i	2.7%	7,958	290,778
j	2.9%	6,775	279,276
k	2.9%	2,074	69,643
l	3.0%	295	9,649
m	3.1%	1,098	34,688
n	3.5%	6,768	189,100
o	3.9%	84	2,126
p	4.2%	201	4,721
q	5.4%	174	3,200
r	5.5%	104	1,865
s	6.8%	921	13,375
t	9.0%	6,219	68,490
u	9.1%	3,989	43,442
v	9.6%	1,023	10,652
w	11.3%	2,157	19,076
x	11.5%	466	3,950
y	12.1%	2,548	20,990
z	14.2%	589	4,133
aa	14.7%	3,196	21,661
ab	14.8%	337	2,266
ac	15.1%	10,083	66,380
ad	15.3%	4,548	29,627
ae	15.9%	772	4,840
af	18.0%	3,896	21,573
ag	42.2%	2,743	6,491
ah	64.9%	1,392	2,142

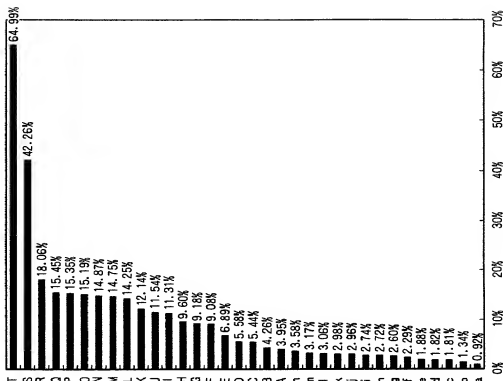
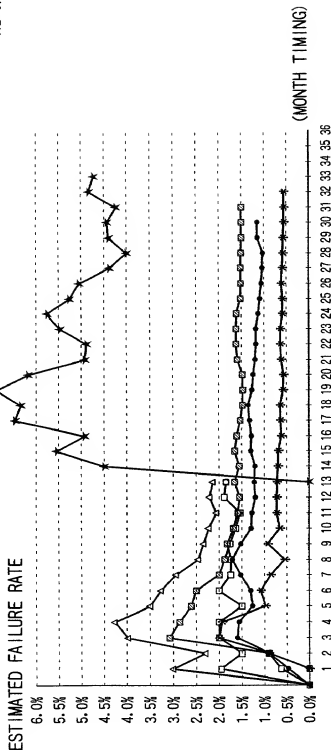


FIG. 31

ANNUAL MARKET ACCUMULATED FAILURE RATE (FOR 1999)

AS OF 2000 . *. *



MODEL NAME	SALE DATE	TOTAL SALES	TOTAL CHARGE-FREE	TOTAL REFUND	TOTAL FAILURE	FAILURE RATE	MONTH TIMING	ANNUAL ESTIMATE	GUIDELINE	TOTAL NS	MIXED GOODS	ESSENTIAL TARGET	ABNORMALCY VALUE
A	1999/3/1	31,570	182	127	309	0.98	33	1.07%	Δ	*	135	0.70%	2.00%
B	1999/3/1	41,309	219	104	323	0.78	33	0.85%	Δ	*	128	0.70%	2.00%
C	1999/3/1	18,108	89	37	126	0.70	33	0.76%	Δ	*	76	0.70%	2.00%
D	1999/3/10	40,024	129	77	206	0.51	32	0.58%	○	*	60	0.70%	2.00%
E	1999/3/21	290,728	2,722	971	3693	1.27	31	1.48%	Δ	*	1941	0.70%	2.00%
F	1999/4/1	68,490	357	318	675	0.99	30	1.18%	Δ	*	127	0.50%	2.00%

FIG. 32

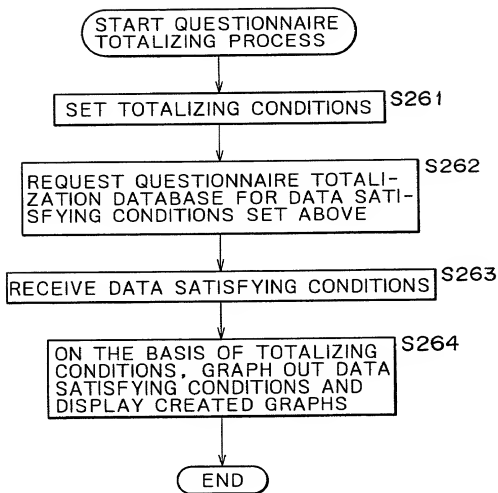


FIG. 33

